

KOIN Annual Workshop

Presented by the Kentucky Cabinet for Health and Family Services/Department for Public Health

April 27-28, 2011

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Prepare for Emergencies

Cope with Recovery



KOIN Accomplishments 2010-2011

- KOIN database update
- KOIN recruitment efforts
- KOIN alerts – numbers and topics
- KOIN Advisory Panel
 - Advice on formatting of alerts
 - (Feedback loop discussion from January)
 - Importance of measurement/preparedness

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Documenting Strength and Planning for Improvement

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2010 KOIN Communication and Technology Capability Survey – Major Findings

- Continued reliance on email
- High confidence in mobile phones
- 1/3 of respondents clear about 24/7 availability for KOIN alert distribution (2/3 not available or unclear)
- Social media use at work not yet widespread
- Regional analysis reveals gaps in populations to be reached

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History and Purpose of Surveys

- 2009 Ice Storm – Map KOIN in action
- 2009 Fall – Communication preferences and backup mechanisms
- Spring 2010 – Establish baseline information to track trends and improve planning

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Overall Observations to Date

- Caveats
- Steady increase in survey respondents
- Predicting message penetration
 - Email reliance
 - For receipt and distribution
 - Precipitous drop in ability to receive and send after 24 hours without power
 - If no power for 24 hours, greatest confidence in text messages for both receiving and sending alerts (2010)
 - Gaps in coverage of regions and populations
 - KOIN alerts during members' off hours – up to 2/3 of KOIN members may be unavailable

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Topics and Areas to Monitor Going Forward

- Backup email addresses in the “cloud” or on out-of-state servers
- Use of smart phones
- Use of social media, including following DPH on Twitter
- Plans for backup or “work-around” communication when electricity and digital means fail

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2011 KOIN Survey - Communication and Technology Capabilities

- Repeat of baseline data
- New questions
- Areas needing clarification

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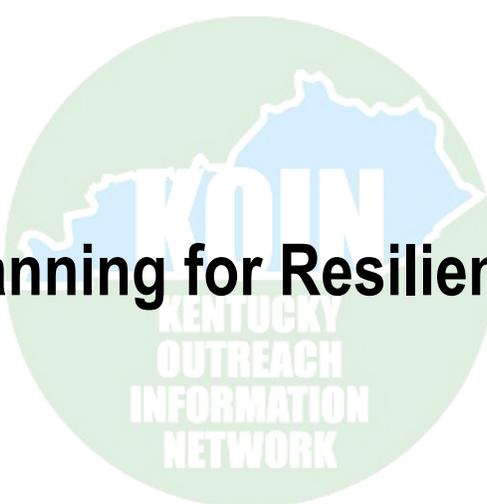
Improvement Planning

- Map your process for receiving and sending KIOIN alerts
- After an activation, identify what worked and what didn't

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A large, semi-transparent watermark of the KIOIN logo is centered on the slide. It consists of a light green circle containing a white outline of Kentucky with 'KIOIN' written across it, and the full name 'KENTUCKY OUTREACH INFORMATION NETWORK' below.

Planning for Resilience

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Plan to be Resilient

- Defining resilience
- Framework for resilience
- Putting the pieces together

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Definition of Resilience

- Often defined in the context of:
 - Systems (physical and human)
 - Community resiliency
- What does resiliency mean in the context of an emergency communication network like the KOIN?

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Resilience Framework

- Purpose
 - Factors and capabilities
 - KOIN materials
- Your thoughts

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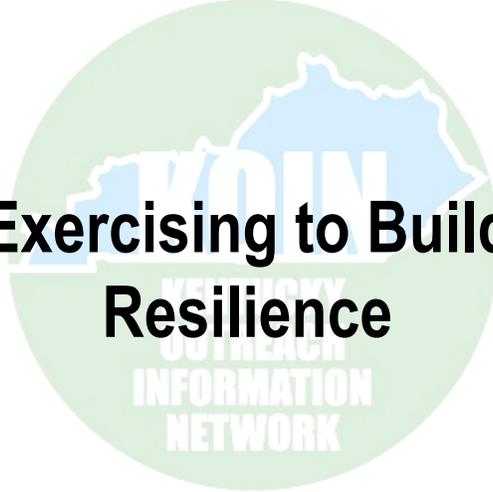
Putting it all Together

- Materials and Resources to Support KOIN Resiliency
- Resource CD

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Exercising to Build Resilience

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Exercise to Build Resilience

- Upcoming opportunities
 - April 28: Great Central U.S. ShakeOut
 - May 16-19: National Level Exercise

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Scenario: New Madrid Earthquake

- 7.7 earthquake that occurs around 2 a.m. on a weeknight.
- Area of heaviest impact in Kentucky mirrors the 2009 ice storm
- Bridges out and roads destroyed
- Disruption of electrical power, mobile phone coverage, water/wastewater services and Internet

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Bridging the Gap: From Event to KOIN Activation

- The challenge: responding to the event so that members are positioned to go into action when the KOIN is activated.

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Bridging the Gap: Mental Tabletop

- Mentally map the barriers and challenges
- Identify areas for improvement
- Leverage KOIN tools to address needs

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Final thoughts

- “Building a resilient society is not about caving in to our fears. Instead, it is about inventorying what is truly precious and ensuring its durability so that we can remain true to our ideals no matter what tempest the future may bring.”
- Stephen Flynn. *The Edge of Disaster: Rebuilding a Resilient Nation*. 2007.

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